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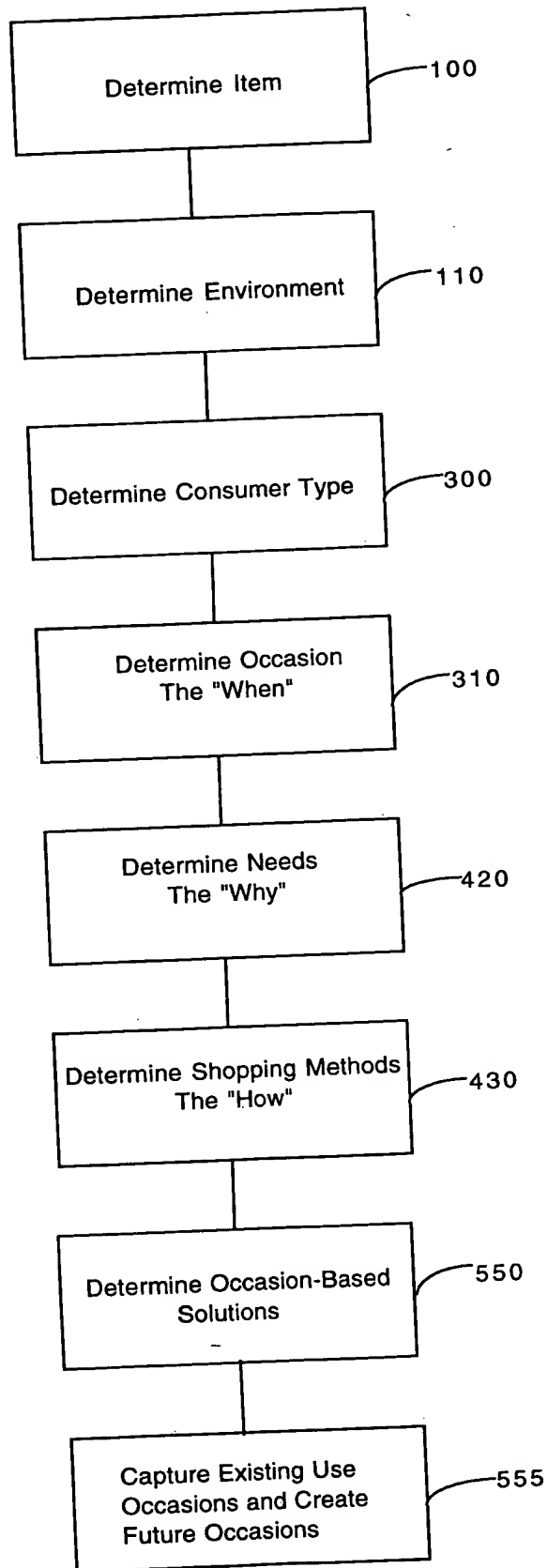
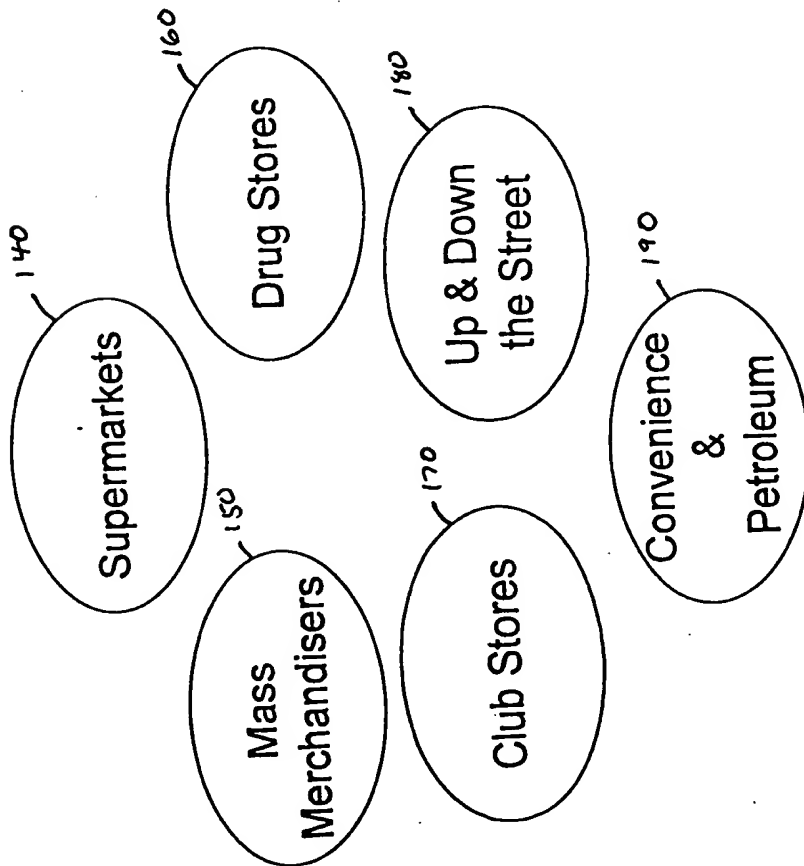


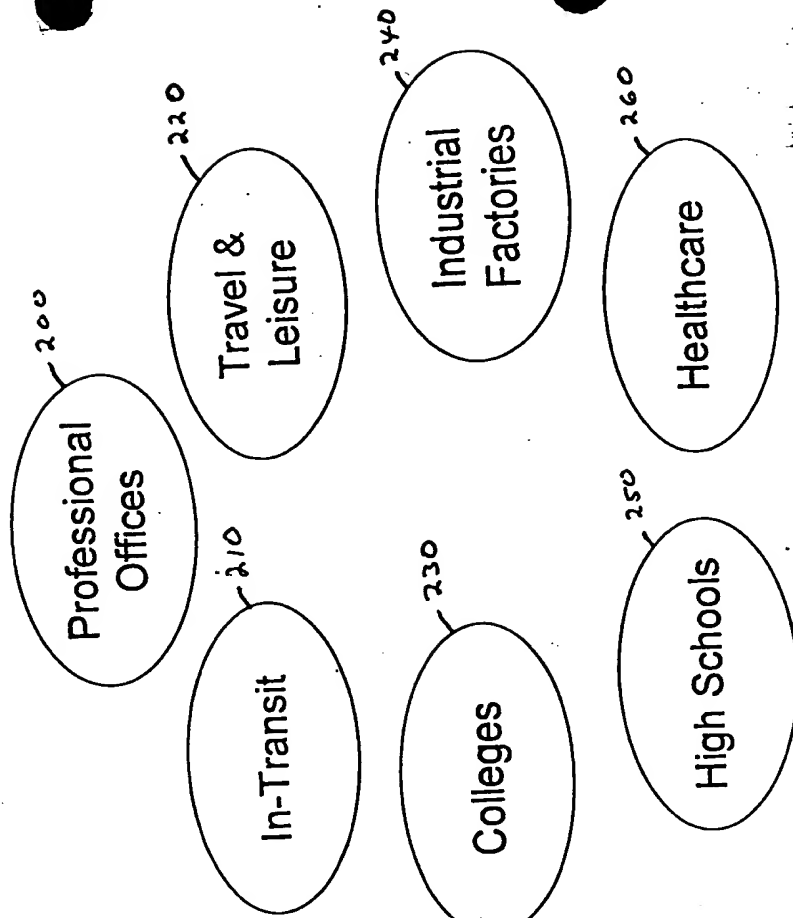
Fig. 1

Consumer Environments

Retail Environments 120



Non-Retail Environments 130



Virtual Environments 135

Fig. 2

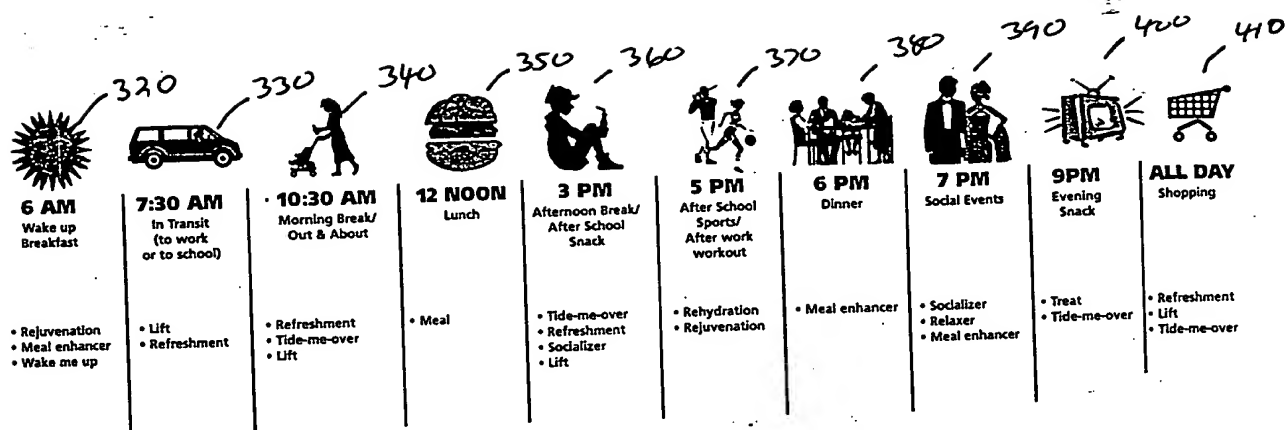


Fig. 3

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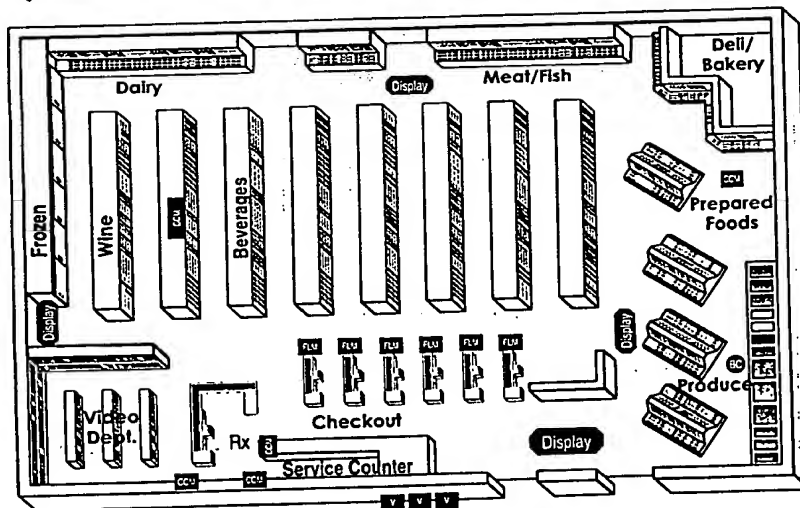


Fig. 4

140~

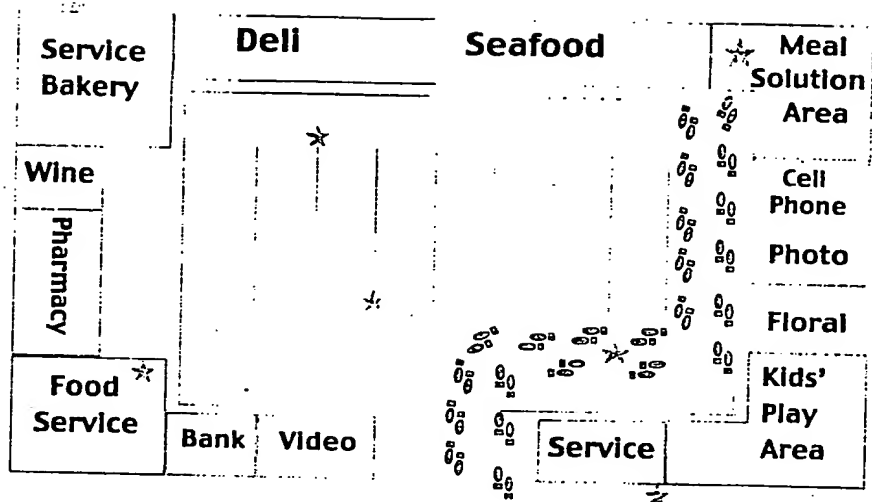


Fig. 5

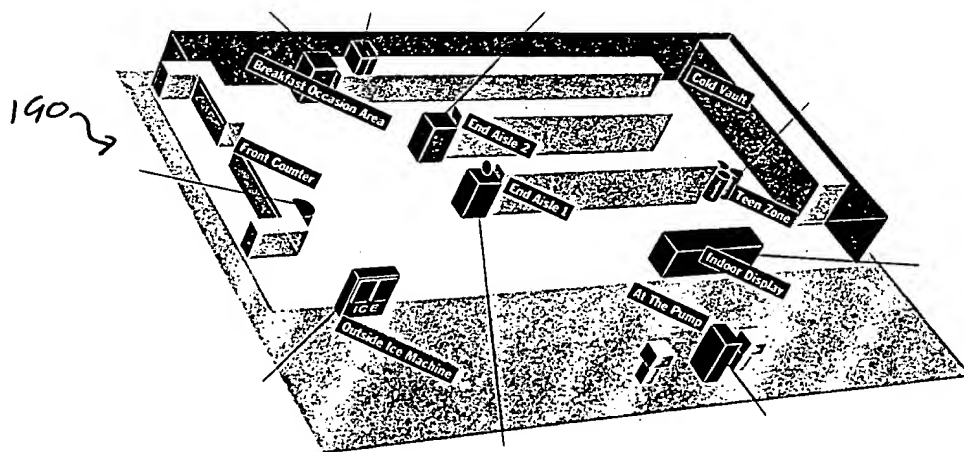


Fig. 6

DINNER TIME - QUICK MEAL SOLUTIONS

| | | |
|-----|-------------------------------------|--|
| 310 | OCCASION - THE "WHEN" | Dinner |
| 420 | NEEDS - THE "WHY" | Meal Enhancer |
| 430 | SHOPPING METHODS - THE "HOW" | Quick Meal Solutions |
| 550 | OCCASION BASED SOLUTIONS | |
| 580 | BRAND | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | PACKAGING | Single Serving Packages Fountain Cups Multipacks 2 Liter Bottles |
| 600 | MERCHANDISING | Product in Express Lane Product in Prepared Foods Department Product Bundled with Pizza Product Bundled with Frozen Foods Small Display in Perimeter/Express Checkout/Produce Department |
| 610 | MESSAGING | "Complete Your Dinner With Real Refreshment" "Cola Brand A & Chicken" "Cola Brand A & Deli Sandwiches" "Cola Brand A Lasagna" |

Fig. 7

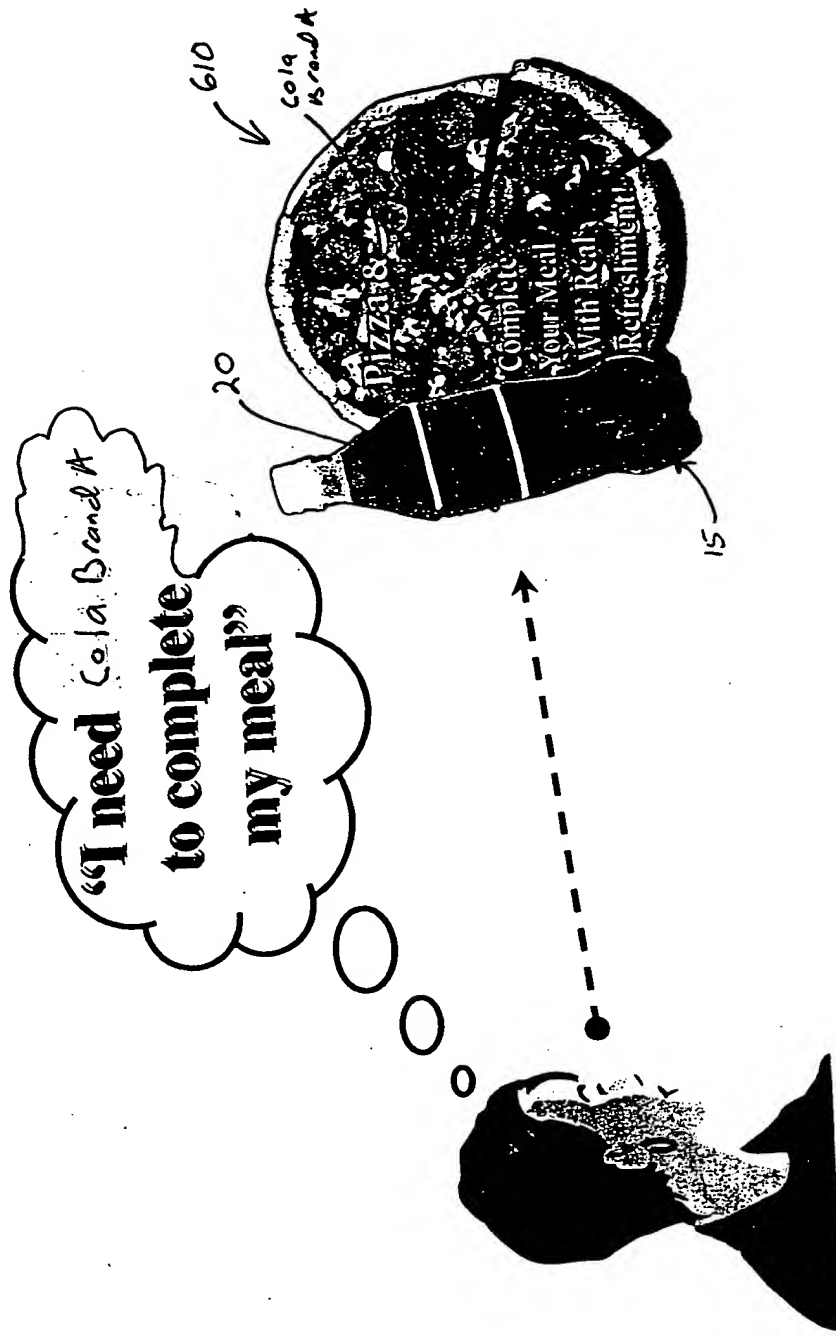


Fig. 8

SHOP REFRESHED

| | | |
|-----|------------------------------|---|
| 310 | OCCASION - THE "WHEN" | Shopping |
| 420 | NEEDS - THE "WHY" | Treat/Refreshment/Tide-Me-Over |
| 430 | SHOPPING METHODS - THE "HOW" | Stock-Up |
| 550 | OCCASION BASED SOLUTIONS | |
| 580 | BRANDS | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | PACKAGING | Single Serving Packages Fountain Cups Single Cans |
| 600 | MERCHANDISING | Cooler/Fountain at Entrance with or without greeter Shopping Cart Caddies Shopping baskets with Drink Holders Product at Checkout Outside Vending |
| 610 | MESSAGING | "Shop Refreshed" "Enjoy a Cold Cola Brand A While You Shop" |

Fig. 9

SOCIAL EVENTS

| | | |
|-----|-------------------------------------|--|
| 310 | OCCASION - THE "WHEN" | Social Events |
| 420 | NEEDS - THE "WHY" | Socializer/Relaxer/M meal Enhancer |
| 430 | SHOPPING METHODS - THE "HOW" | Stock-Up or Quick Mission |
| 550 | OCCASION BASED SOLUTIONS | |
| 580 | BRANDS | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | PACKAGING | Multipacks 2 Liter Bottles |
| 600 | MERCHANDISING | Movable/Modular Display Lobby Display End Cap Display Beverage Isle Product in Express Lane Product in Video Department Bakery Spot Display Small Display in Perimeter/Express Checkout/Produce Department |
| 610 | MESSAGING | "Cola Brand A & Barbecuing" "Cola Brand A & Football" "Cola Brand A & Summer" |

Fig. 10

DRIVE REFRESHED

| | | |
|-----|------------------------------|--|
| 310 | OCCASION - THE "WHEN" | In Transit |
| 420 | NEEDS - THE "WHY" | Refreshment/Tide-Me-Over |
| 430 | SHOPPING METHODS - THE "HOW" | Gas & Go/Inside Pay |
| 550 | OCCASION BASED SOLUTIONS | |
| 580 | BRANDS | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | PACKAGING | Single Serving Packagings Fountain Cups Single Cans |
| 600 | MERCHANDISING | Gas Island Vending Check-Out Counter Cooler Inside Store Coolers |
| 610 | MESSAGING | "Drive Refreshed With Cola Brand A" |

Fig. 11

SNACK TIME

| | | |
|-----|-------------------------------------|--|
| 310 | OCCASION - THE "WHEN" | Afternoon/After School Snacks |
| 420 | NEEDS - THE "WHY" | Refreshment/Tide-Me-Over/Energizer |
| 430 | SHOPPING METHODS - THE "HOW" | Quick Pick Up |
| 550 | OCCASION BASED SOLUTIONS | |
| 580 | • BRANDS | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | • PACKAGING | Single Serving Packages Fountain Cups Single Cans |
| 600 | • MERCHANDISING | Snack Centers with Cooler and Snacks Teen Zone Barrels |
| 610 | • MESSAGING | "Cola Brand A with Snacks" "Snacking Time is Cola Brand A Time" |

Fig. 12

INTERNET USAGE

| | | |
|-----|---|--|
| 310 | OCCASION - THE "WHEN" | Surfing the Net |
| 420 | NEEDS - THE "WHY" | Refreshment/Energizer/Rejuvenation/ Meal Enhancer |
| 430 | SHOPPING METHODS - THE "HOW" | Stock Up and others |
| 530 | OCCASION BASED SOLUTIONS | |
| 580 | BRANDS | Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio |
| 590 | PACKAGING | Single Serving Packages Fountain Cups Single Cans Multipacks 2 Liter Bottles |
| 600 | MERCHANDISING | Web pages/e-commerce |
| 610 | MESSAGING | "Complete Your Dinner With Real Refreshment" "Surf with Cola Brand A" |

Fig. 13